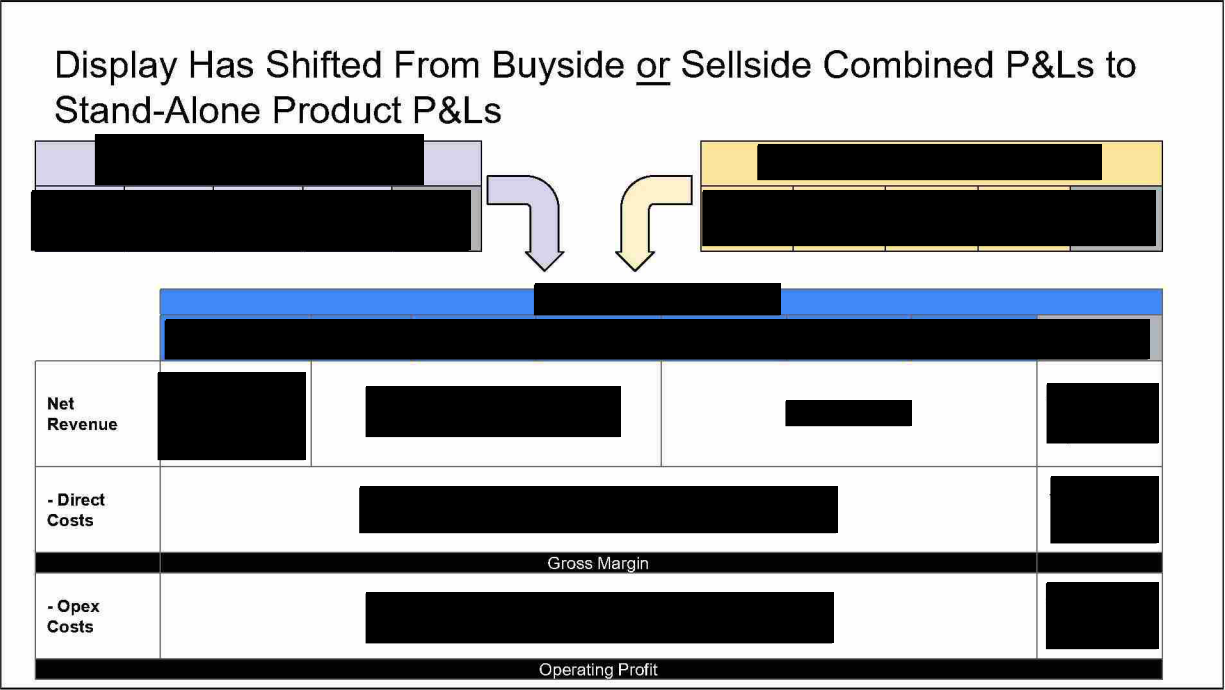


Input file:

<https://docs.google.com/spreadsheets/d/1PJFDe-oxp4IKU7WfkuB--QpkkWpzPulBmK3LeiXr5Os/edit?resourcekey=0-yAb4K4lOJwtdmsqdD1kQA#gid=554771632>

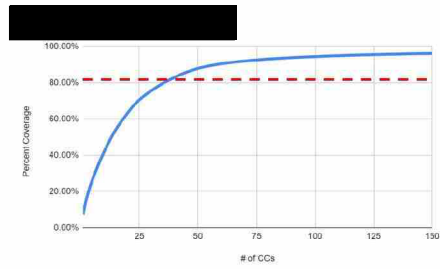


Allocation reviews are focusing on high impact line items within [REDACTED]

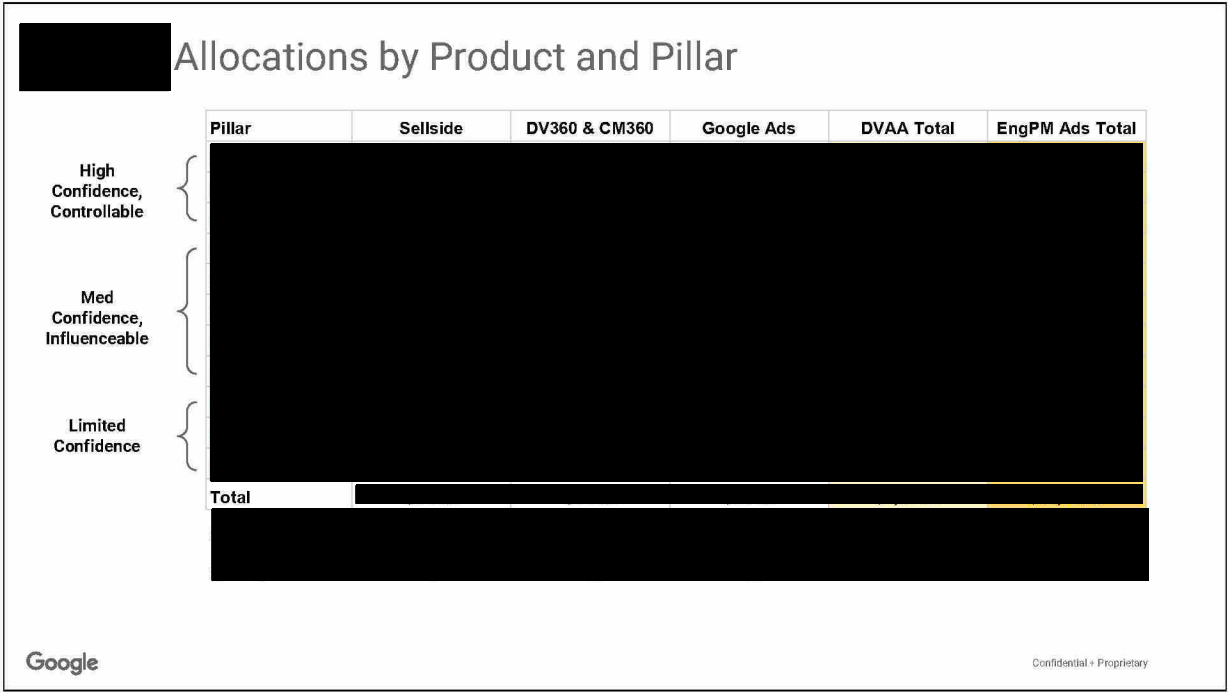
- 1 Start with [redacted] given size and opportunity for improving allocations...

[illegible]

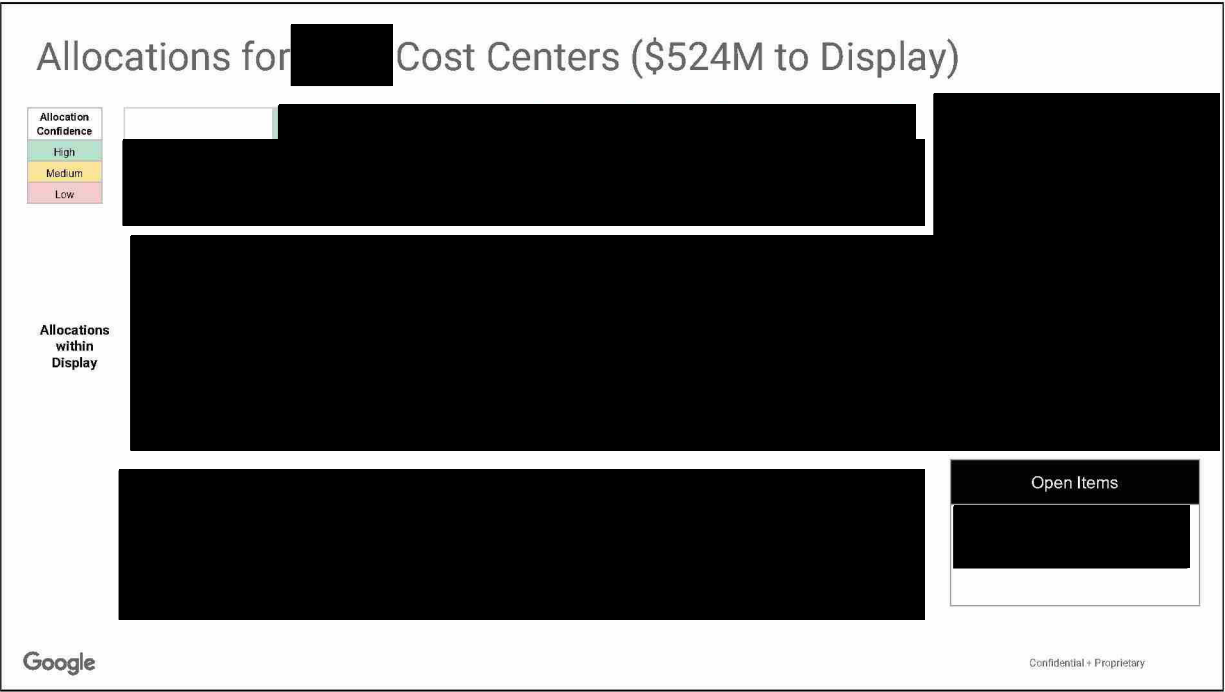
- 2** ... and

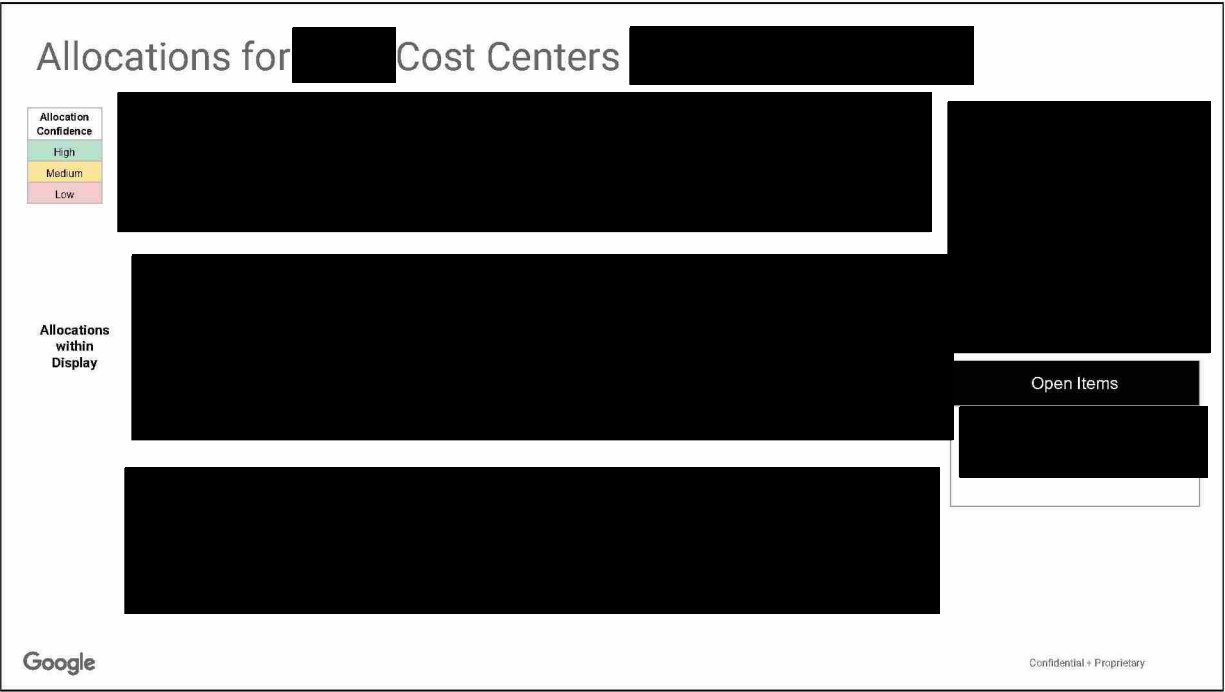


- 3



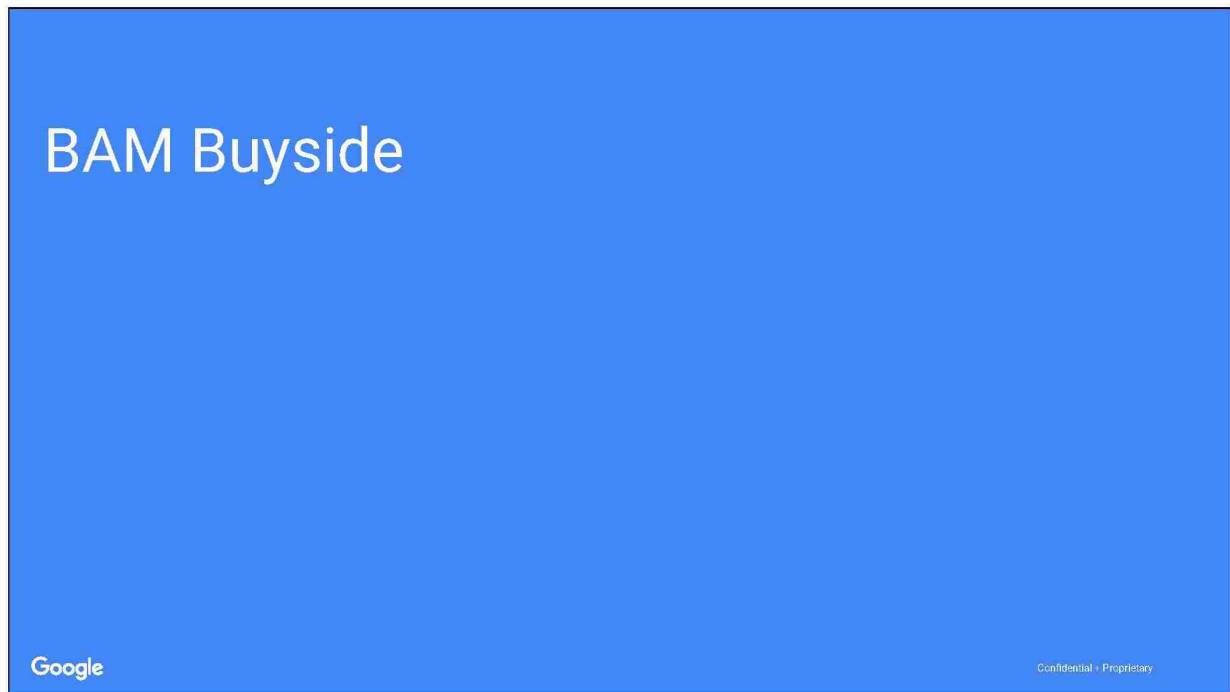






Other column includes following CCs:

[redacted]



Allocations for [REDACTED] Cost Centers [REDACTED]

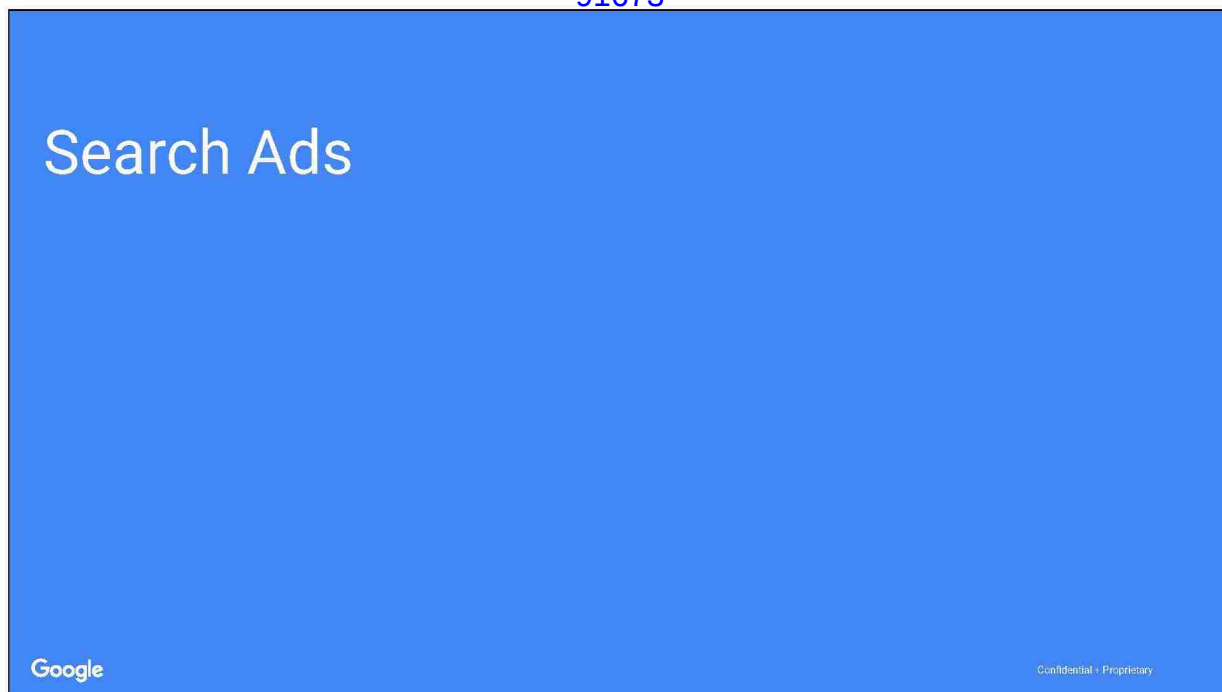
[REDACTED]

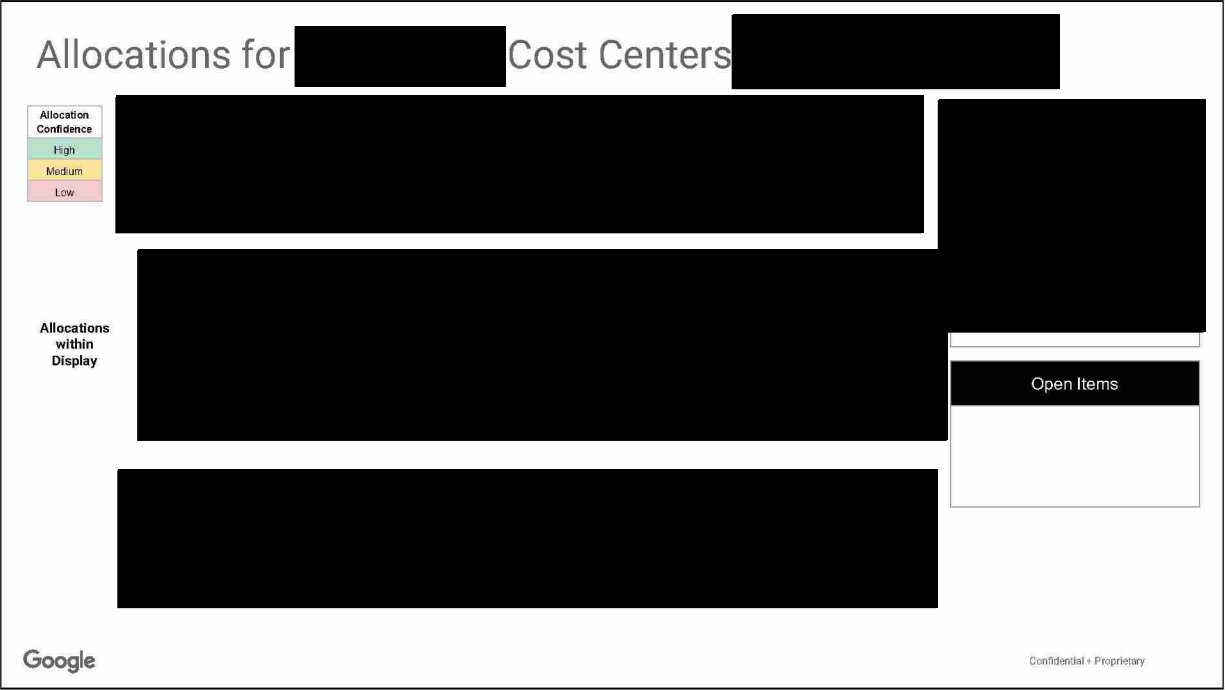
[REDACTED]

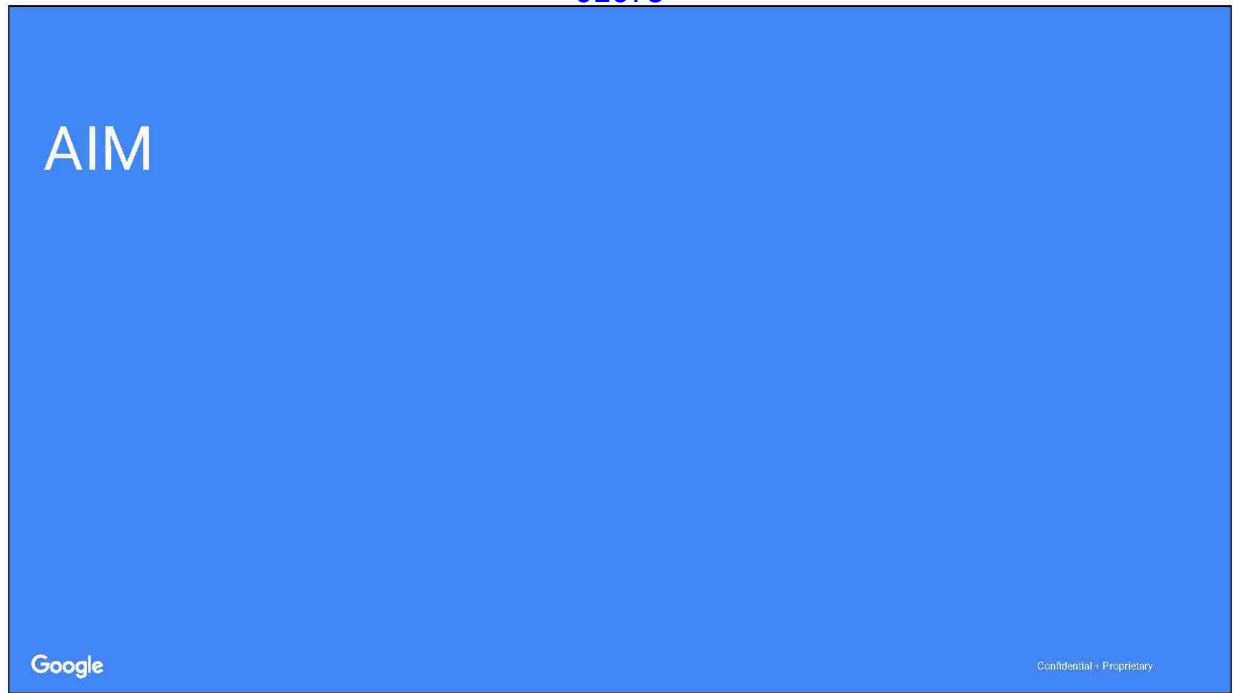
Open Items

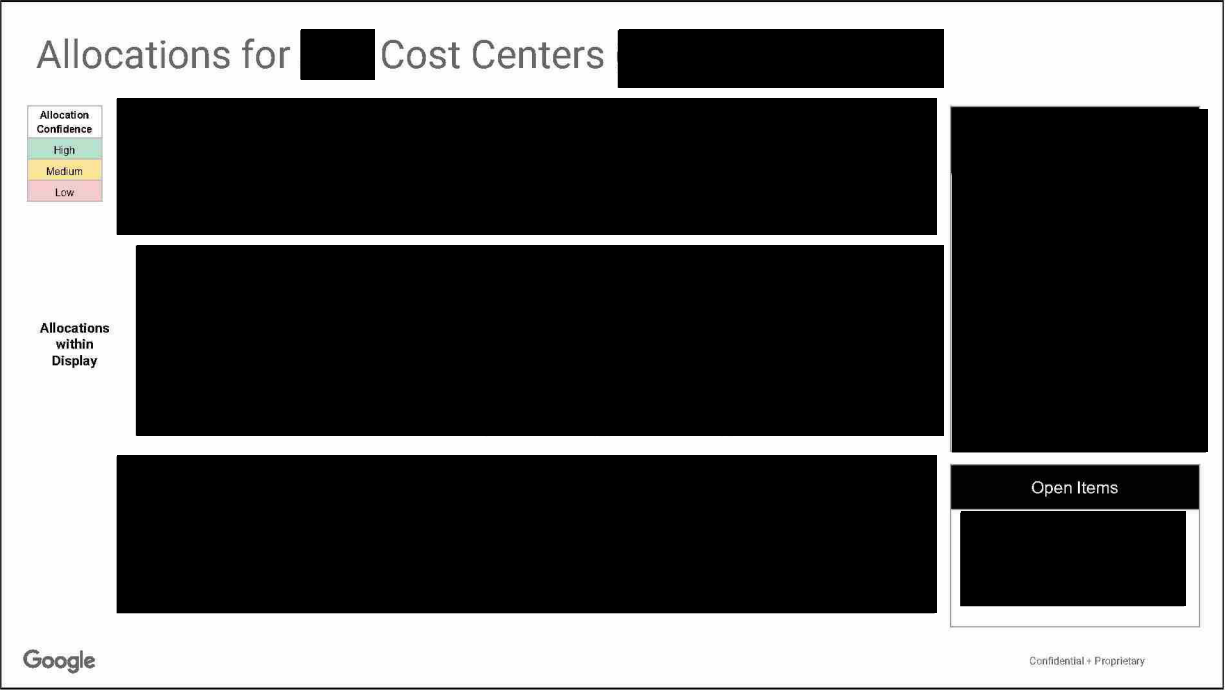
Google

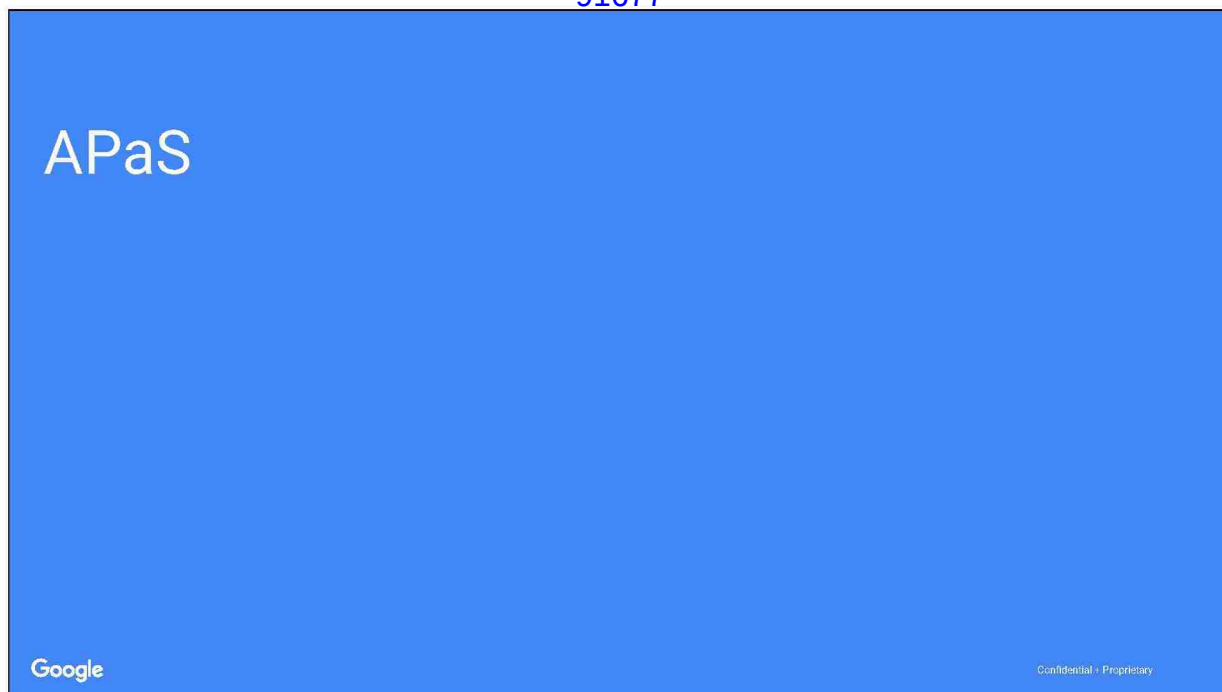
Confidential + Proprietary











Allocations for [REDACTED] Cost Centers ([REDACTED])

Allocation Confidence

High

Medium

Low

Allocations within Display

Allocation Approach & Cost Center Description

Open Items

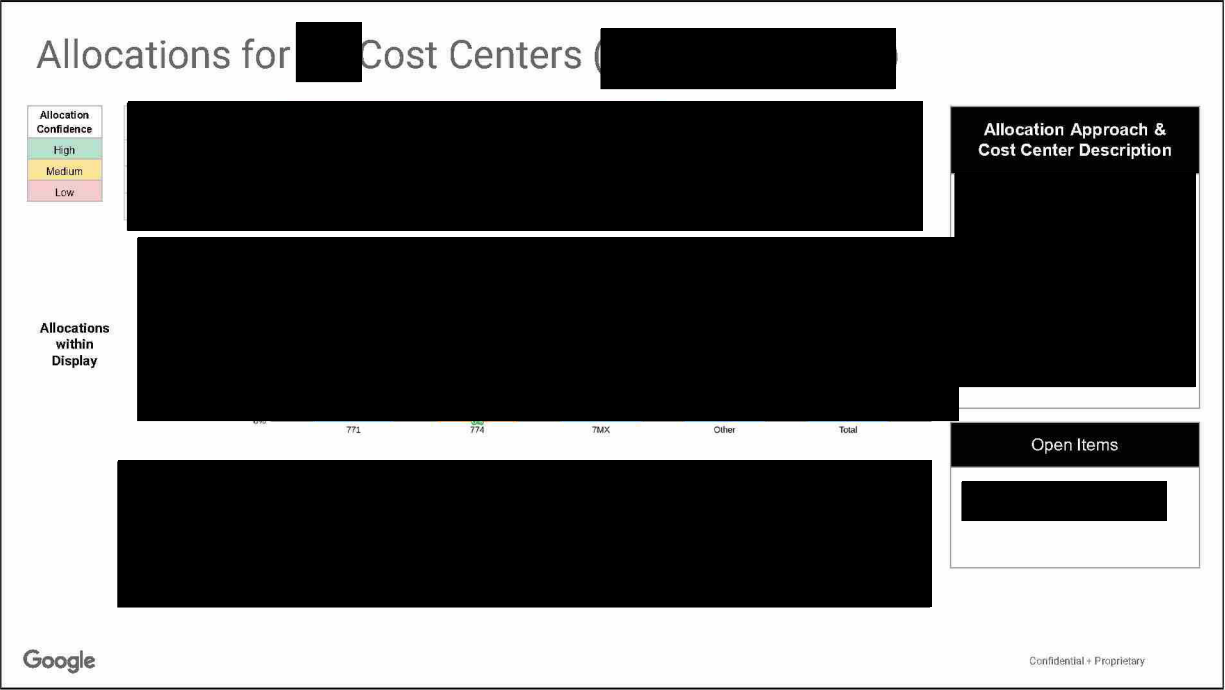
Google

Confidential + Proprietary

Customer Engagement

Google

Confidential + Proprietary

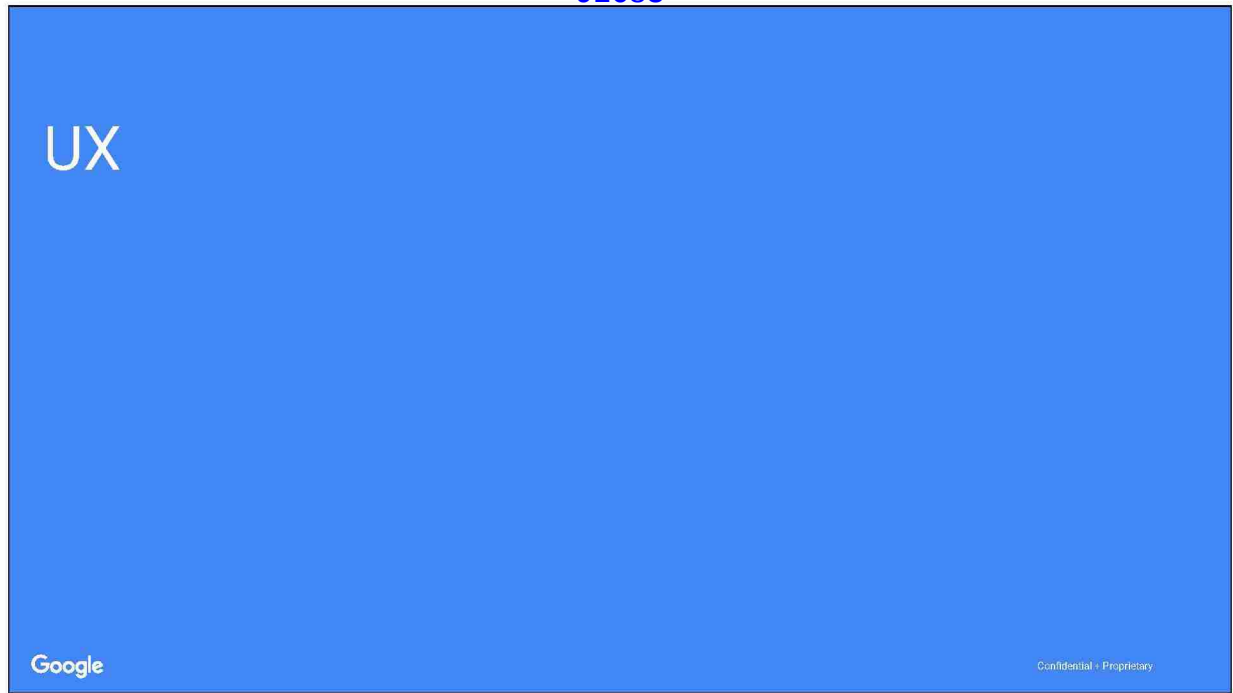


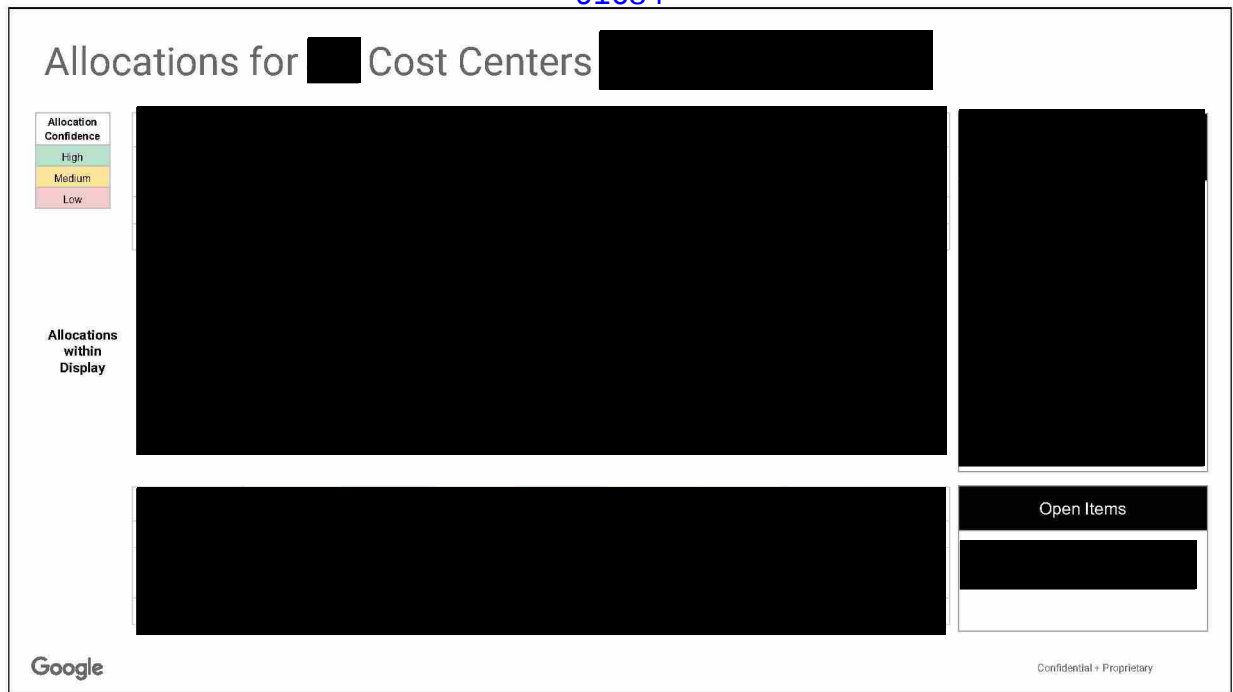
*774: Team Description indicates focus on Google Ads

Payments & NBU

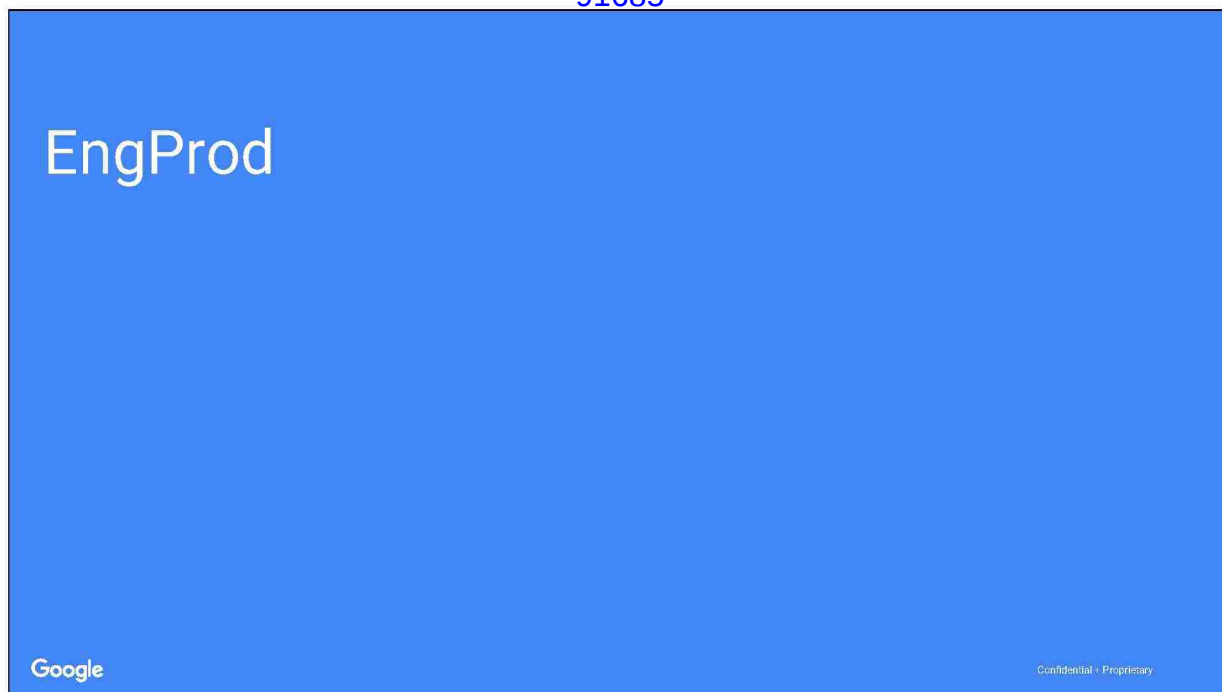
Google

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[REDACTED]



Allocations for [REDACTED] Cost Centers [REDACTED]

Allocation Confidence

High

Medium

Low

Allocations within Display

[REDACTED]

[REDACTED]

[REDACTED]

Allocation Approach & Cost Center Description

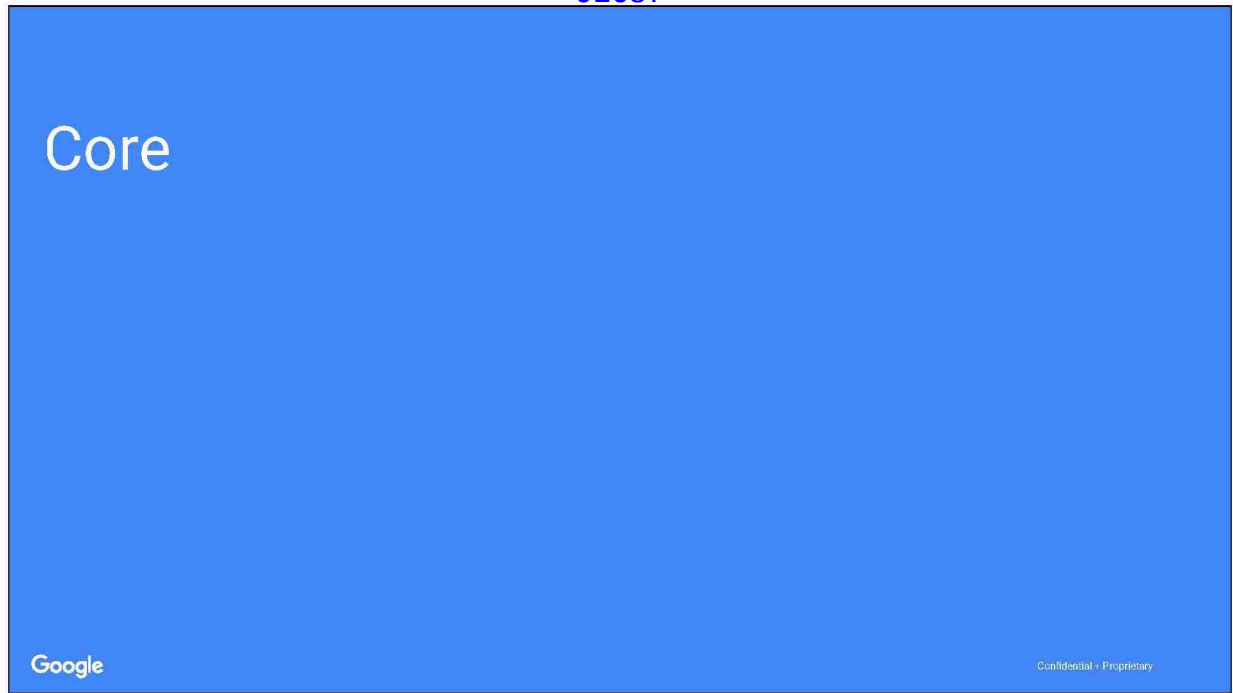
[REDACTED]

Open Items

[REDACTED]

Google

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Allocations for [REDACTED] Cost Centers [REDACTED]

Allocation Confidence

High

Medium

Low

Allocations within Display

[REDACTED]

[REDACTED]

Allocation Approach & Cost Center Description

[REDACTED]

Open Items

[REDACTED]

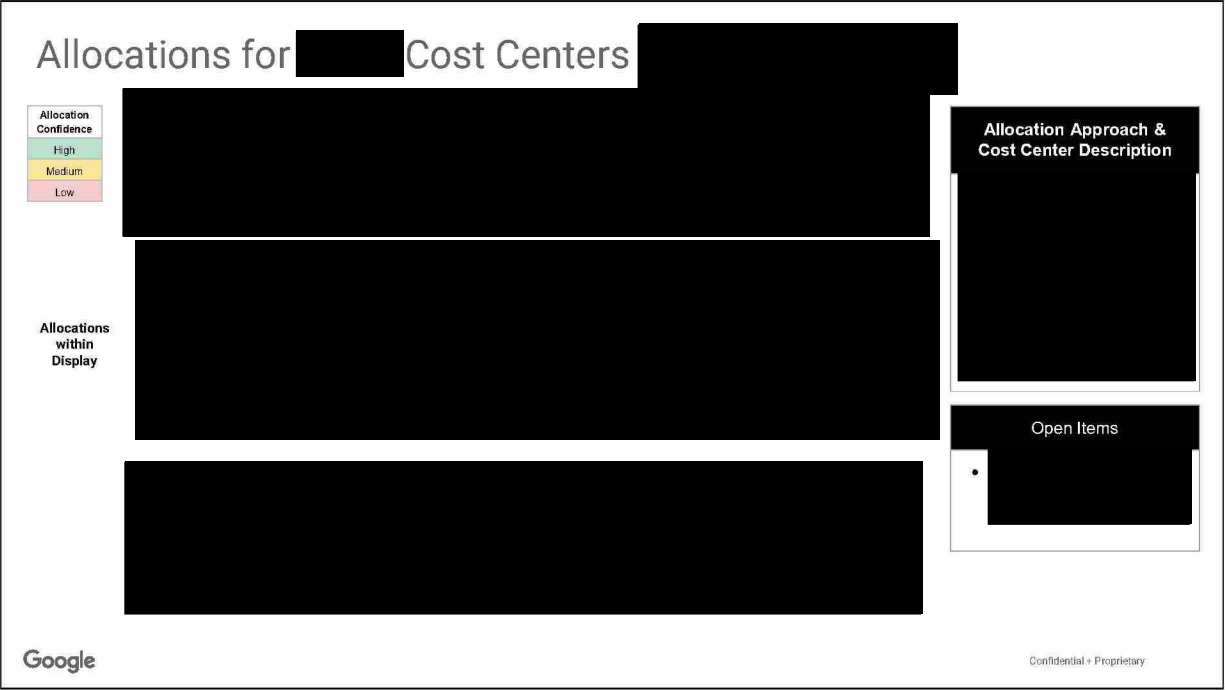
Google

Confidential + Proprietary

Other

Google

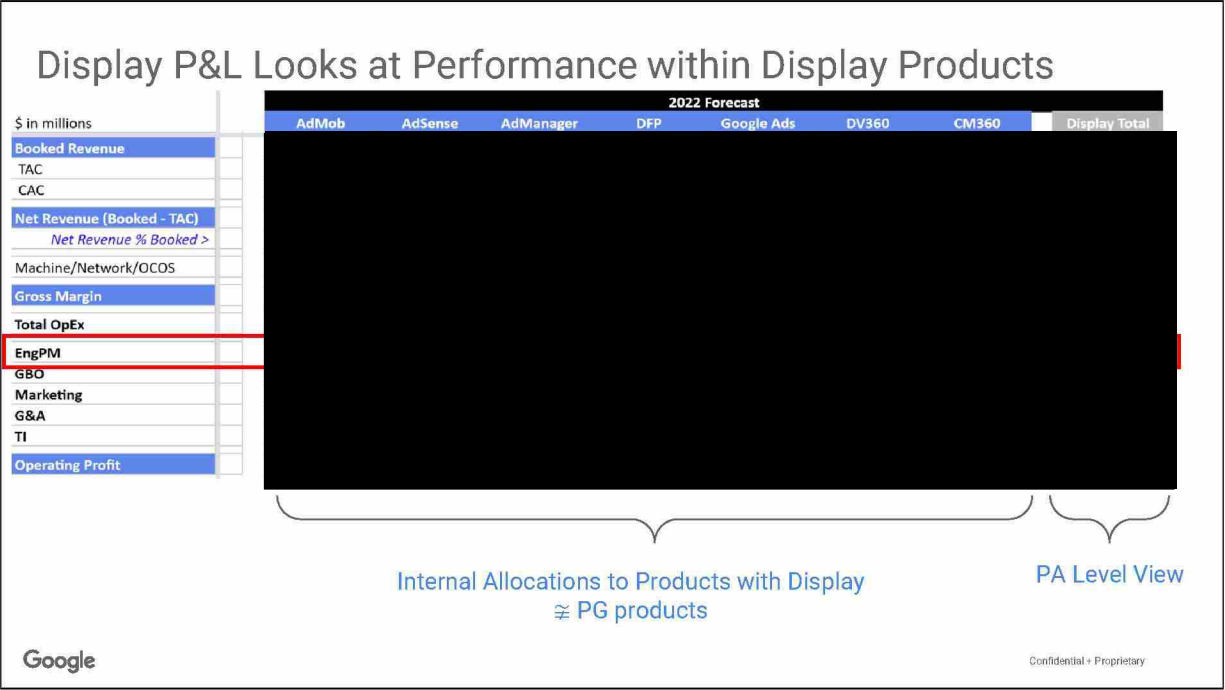
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Appendix

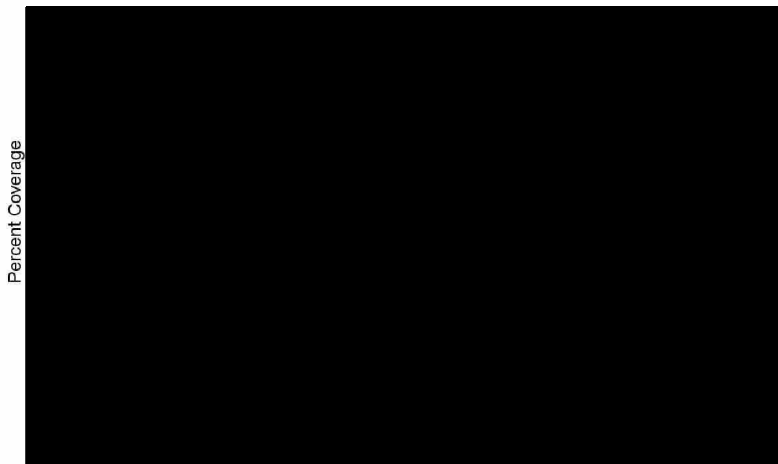
Google

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Prioritization Approach for [REDACTED] Focus on CCs with [REDACTED] in costs, aligning with [REDACTED] coverage of [REDACTED] costs

Percent Coverage vs. # of CCs



Google

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Prioritization Approach - P&L Overview					
\$ in millions	Display Total (v4 Forecast)	Current Approach	Confidence to Display	Confidence within Display	Next Steps
Attributable Served Revenue					
GA360					
2 Contra Revenue					
TAC					
CAC					
Net Revenue (Booked - TAC)					
2 Machine/Network					
Other COS					
Other COS - GA 360					
Gross Margin					
EngPM					
1 AVID EngPM					
1 Other EngPM					
2 GBO					
2 Marketing					
G&A					
TI					
Operating Profit					

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